

No Hand Can Touch It

Our milk is fed direct from the electrifier into our special milk bottles sealed by machinery.

There is not the slightest chance for dirt or any impurity to get into the bottle.

This is only one of the many advantages of being supplied by

Honolulu Dairymen's Association

Phone 1542

HOTEL STEWART SAN FRANCISCO

Geary Street, above Union Square
European Plan \$1.50 a day up
American Plan \$3.00 a day up
New steel and brick structure.
Every comfort and convenience.
A high class hotel at very moderate rates. In the center of theatre and retail district. On car lines transferring to all parts of city. Electric omnibus meets all trains and steamers. Hotel Stewart recognized as Hawaiian Island Headquarters. Cable Address: "Travelers" ABC code. J. H. Love, Honolulu representative.

HOTEL TURPIN SAN FRANCISCO

17 Powell Street
at Market
Refrigerated Storage Rooms. 225 Rooms. 21 Bldg.
Electricity. Lowest rates. 1 block. Rates \$1.50 to \$4.00 per day. F. L. A. E. Turpin, Proprietor.

Hotel Potter, Santa Barbara

Pleasanton Hotel

COMFORTABLE - FINISHED
MODERATE PRICES

Headquarters for the Army
and Navy.
Special dinners on Wednesday
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Corner Wilcox and Punahou
Phone 3427

HOTEL WAIMEA

WAIMEA, KAUAI
Newly Renovated - Best Hotel
on Kauai
Tourist Trade Solicited
GOOD MEALS
Rates Reasonable
C. W. SPITZ - Proprietor

The Colonial

Has prepared for the tourist business by the addition of two more bungalows beautifully furnished. They are now ready for occupancy.

MISS JOHNSON, Emma, Above Vineyard

FREE SHOOTING PRIVILEGES
FOR

HALEIWA GUESTS.

ME FOR A SWIM AT THE
Waikiki Inn
NEXT SUNDAY
Says the Wise Bather

In the Churches

BIG UNION MASSMEETING AT BIJOU IN INTEREST OF HEALTH

It is indeed a hopeful sign of the times when the churches of a city can unite, not only in conducting union religious meetings, but in the promotion of community health.

The union mass meeting in the Bijou theater tomorrow evening is being held under the auspices of the Inter Church Federation and services in the churches will be dismissed that evening one may attend this meeting.

The social service committee of the federation has arranged a strong program. Governor Frear will preside and the two principal addresses of the evening will be given by Dr. A. N. Sinclair and Mr. Jas. A. Rath.

An interesting feature of the evening's program will be the stereopticon

views which will be used to illustrate conditions as they are and as they should be. There will be the finest kind of music. The Kamehameha Glee Club will be out in full force and under the leadership of Mr. Geo. A. Andrews, will furnish several selections.

The social service committee wish it distinctly understood that this meeting is for all the people of the city of whatever nationality, only so they understand English.

No more important meeting of the kind will be held in this city this year than this meeting Sunday night. Let everyone come and make it a memorable meeting in the history of the Inter Church Federation.

FRED. B. SMITH IS WONDERFUL SPEAKER, SAYS NEW YORK PAPER

When a man can take Cain's "Am I my brother's keeper?" and from that worn and threadbare text extract a sermon "with a punch in every paragraph" and make the old message seem quite new, to fraught it with broader meaning; when he can, with the same text that has been drawn upon by preachers since Christian preaching began, startle his audience and inspire them and hold them all ways; and when he can turn that same meeting, which he started out to be something entirely different, into a revival meeting of the finest kind—well, he's a man to be reckoned with anyway.

"America's Greatest Sin" was the title of an address given in Convention Hall, Rochester, New York, on October 13, by Fred B. Smith, one of the members of the Smith-Robin world tour, representing the Men and Religion Forward Movement, which will visit Honolulu in January.

An item from the Rochester Herald of October 14 concerning the address speaks as follows: "Mr. Smith's address is of the kind that must be heard. So much depends upon his personality, his two-handed verbal blows, his mastery of the art of moving an audience by appealing to its spiritual rather than its purely mental side, that his words set down on paper seem somehow not to be the same ones that issued from his lips. But when scores of men rise to their feet and declare for God and the things a speaker advocates, one needs no further proof of the effectiveness of the appeal."

"Every man ought to stand forth for God not only for his own sake but for the sake of the men around him," was the gist of Mr. Smith's address and the things men who may have been attracted by the misleading title of his talk, came to hear, sunk speedily in

the background while he illumined that text with all his powers of oratory and appeal.

Every man is indeed his brother's keeper, he said, and to a degree that can hardly be estimated. And that, he said, means that every act has its saving or ruining effect upon every one who comes in contact with it. He laid a great emphasis upon the father's part as "keeper" of his son. And upon the young men he laid the greatest responsibility of all.

"With all my soul," he said, "I entreat you to make a fight to be clean, to make a fight to be honest, for upon your lives now depends the fate of another generation. Some day you will be the fathers and if you will tell me the sort of lives you lead today, I will tell you what your children will be."

With characteristic forcefulness Mr. Smith flayed death-bed repentances. Says Death-Bed Repentance Rot.

"Now is the time to declare for God and right living. If you have been a sinner all your life, be a game spot at the end and take a chance. I'd like to stop the mouth of every preacher who talks that sentimental drivel about death-bed repentances. It's rot. I hope the day is coming when the great church will stop putting a halo about the head of the man who commits every sin in his lifetime and repents with his last breath. It's a coward's trick and you'll excuse, but if that kind of people go to Heaven, I'll choose the other place."

So throughout the hour or more that he talked, Mr. Smith flayed hypocrisy and deception and appealed to the men to take stock of their thoughts and deeds and the way they were leading. And at the close row after row arose to silently demonstrate that they were trying to lead the life he urged them. And many others silently attested that they would make their beginning then.

REV. A. A. EBERSOLE URGES GOOD CHURCH ADVERTISING AS EFFECTIVE

(The Rev. A. A. Ebersole, associate minister of Central Union church, presented before the Honolulu Ad Club at its weekly meeting last Thursday a paper of unusual interest on "Church Advertising." He urged strongly the value of strong, dignified advertising to a progressive church. The paper is given below practically in full.)

The topic upon which you have asked me to speak today is most timely. During the last few years the question has been seriously asked among Christian leaders—why should not the church advertise?

There has been published recently by the Association Press the first book, so far as I know, upon the subject. It is the report of the publicity commission appointed by the Men and Religion Forward Movement, and submitted at the Men and Religion Congress held in New York City last April.

This report, as the commissioners say, in their introduction to the book, is the first effort made by the Christian churches of North America to present a scientific, nation-wide study of the relation of the periodical press to religious work.

The subjects treated in the volume indicate the thoroughness with which the commission did its work.

The basis of their work, as will be seen from the chapter headings, was information gleaned through the means of carefully prepared questionnaires sent out prior to the Men and Religion Congress to all the leading daily newspapers of the country, to the foremost religious newspapers and to a large list of representative ministers and laymen. The best possible evidence of the wide-spread interest in the subject was the generous response which came back to the commission from all these different classes, putting into their possession data ever gotten together upon this whole question of Christian publicity.

If there were time I should like to read to you portions of some of these chapters. These men know what they are talking about and they speak with

conviction. To my mind many of their statements hit the nail squarely on the head.

But as this paper must necessarily be brief, I will refrain and content myself with brief quotations from this report as I speak for a few moments to the two plain questions, "Why should the church advertise?" and "What are some of the best methods for the church to employ in its advertising?"

I want to present two principal reasons why the church should advertise. There are many others, but these are the most important.

1. Because it has what men most need.

There is no time nor have I the disposition at this time to argue the question that religion is a fundamental need of life. The man without some religion is not a normal man, and upon a man's religious and moral ideals depends his worth to the world. All social, political, and economic reforms of any permanent value have been thought out and carried through to realization by men who were rooted and grounded in deep religious convictions, and it always will be so. If we expect to continue to make progress along right lines, we must keep on producing men who have the right stuff in them.

In all this argument I am assuming that the church is the best available agent by which this very training is being given. The church, about which I am speaking, is the live, up-to-date church, which has less to say than the church once did, about getting ready for heaven, and a lot more to say about a man's duty to begin at once to live the right kind of life here. Therefore, I say the church ought to utilize every legitimate means to bring to the attention of all classes the claims of religion. Advertise? Yes, why not? If we believe, as we have just said, that we are dealing with a matter which is of the supreme importance to the lives of men and the progress of the race, we are recreant to our duty if we do not let men know it, and persuade them

SUNDAY BIBLE CLASS PROVES POPULAR

The Sunday Morning Bible Class which Mr. Ebersole, the Associate Minister of Central Union Church is conducting in the Lecture Room of Kiloahana Are League, is proving very popular. Eighty-six have now enrolled. Of this number 37 are young men and 49, young women.

The new books, which are to be used as the basis of the year's study have arrived and will be distributed Sunday morning. All who have enrolled and all others who intend to join the class are urged to be present to receive their copies.

Two more Sundays, at least will be taken up with the introductory lectures which Mr. Ebersole is giving on the history of the Gospel Records. The special topic to be considered tomorrow morning is "The Formation of the Canon" or "How the particular books in the Bible came to be included and why other sacred books written at the same time were excluded."

The class is open to all young men and young women, as well as young married people who are not already connected with any other church. It meets promptly at 10 o'clock and closes in time for the 11 o'clock church service.

SUNDAY SERVICES

"HOME OF TRUTH" (NEW THOUGHT).

Christian Healing and Teaching.
1220 Kaplanian street, near Beretania
avenue.

Sunday service—11 a. m. Subject, "The Master, and His Works." "By Their Fruits Ye Shall Know Them."

Tuesday, 8 p. m.—A new course of advanced lessons on "The Science of Life." Third lesson; subject, "The Corner Stone." These lessons are open to all who wish to hear them.

All students of the New Thought will find books and magazines by all the prominent New Thought authors, in the library at the Home, to which we welcome all visitors and investigators.

A cordial invitation is extended to all.

to consider this all-important matter. 2. The modern church ought to advertise because in no other way will it get the hearing which it deserves. Whatever may be said in excuse for the church in the past does not hold now. The church of the Twentieth century must advertise if it is going to get the attention of the Twentieth century man. Modern life is complex.

The demands of politics, business and society are so varied and so insistent, the average man has such a multiplicity of interests, that he will overlook those matters which are not persistently and forcibly brought to his attention, especially if those matters do not have a direct bearing on the problems with which he is wrestling in everyday life, and that is where the average man classifies religion, as a more or less theoretical speculation about the life hereafter.

Now my contention as a churchman is, and the investigation of the publicity commission shows, that church leaders all over the country are coming to think this way—that we must adopt some heroic measures to force men to consider the claims and the profits of religion and the right of the church, the organization which stands for the perpetuation of religion, to a part of their time and money.

It seems to me as I study the situation that the church has already lost valuable time and allowed men to drift away from its influence because of a false notion that it is undignified for a religious organization to adopt such worldly methods to further so high and holy a cause. Thinking men are seeing that something must be done to turn back the tide of America's manhood into the channels of activity mapped out and directed by the church. Until within the last few years the percentage of men in the membership of the Protestant church in America was gradually growing smaller; but thanks to such virile organizations as the Y. M. C. A. with its up-to-date methods of propaganda and such a strong, sane movement as the Men and Religion Forward Movement, with its comprehensive program and wide publicity, this defection is at last being checked. Every church of any consequence now has its men's organization, and more and more, as these men come to apply the methods which have made them successful leaders in business to the promotion of the interests of their church, we shall see far wider and a far more aggressive publicity given to the activities of the church and to the principles for which the church stands.

Now as to methods of publicity. What are the best ways for the church to get the attention and enlist the interest of this busy, materialistic, money-getting, pleasure-loving world?

1. By educating the press to a point where it will recognize the new value of religion, or perhaps a better way to put it is, by co-operating with the press in bringing to the reading public the most interesting phases of present-day religious services. The blame for the dearth of religious news items in the daily papers of the country lies quite as much with the church as with

the press. When once the press and the pulpit understand each other they will be better than in most instances they are now that their interests are one and the same.

Speaking on the new value of Religion, the commission has some good things to say; and among the commission's recommendations they offer five specific recommendations to

the daily newspapers of North America (p. 153) and five to the ministers and the laymen of the churches.

The time has come for the church to take a forward step in this world matter of securing adequate publicity for its various activities.

"One of the greatest handicaps under which the church has labored is

Big Make Room Sale

AT

Yee Chan & Co.,

Corner King and Bethel Streets

THE SALE STARTS ON SATURDAY, NOV. 2nd, AND WILL
LAST FOR TWO WEEKS ONLY

REAL BARGAIN PRICES IN BARGAIN COUNTER ATTRACTIONS

LADIES WORSTED SWEATER JACKETS, Regular Sale price \$3.00 Bargain Price, 50c Each
One Lot CHILDREN'S SHOES, Regular Sale Price \$1.50 Bargain Price, 50c Pair
One lot LADIES' SHOES and PUMPS, Regular price \$2.50 pair To close out at \$1.00 pair
Fine line of LADIES' LACE HOSE, Regular 50c Values To close out, 25c per pair
One lot LADIES' WOOLEN SKIRTS, Regular \$3.50 and \$5.00 each To close out, \$1.50 each

Large Assortment of Fancy Ginghams, regular 10c per yard,
Bargain! Bargain! Bargain! 15 yards \$1.00

One lot MEN'S STYLISH SHOES, Regular Values \$3.50 per pair To close out at \$2.00 per pair

"Special"—One lot MEN'S ATHLETIC UNDERWEAR, regular 50c and 75c values To close out at 25c each

Large assortment of MEN'S WOOLEN SUITS, Worth \$10.00 and \$12.50 To close out, \$3.00 per suit

Lot of BOY'S WOOLEN SUITS, Regular price \$5.00 suit To close out, \$2.50 per suit

Fine line of MEN'S PAJAMAS, Regular \$1.50 and \$2.00 per Suit Your Opportunity at \$1.00 per suit

MEN'S FINE SILK HALF HOSE, all over town 50c Our Bargain Price, 3 pairs for \$1.00

LOOK! LOOK! LOOK!

No. 3025 MEN'S GUARANTEED SQUARE DEAL HOSE, Regular Price \$1.50 per box of six pairs
Sale price \$1.00 per box and every pair guaranteed to wear six months or new Hose returned FREE
We have on the way our large Holiday line that we will display for the public after this BIG
MAKE ROOM SALE.

A few extraordinary bargains will be on display at the Bargain Counter. Those coming first will
get the best selections. All other goods marked down to Bargain Price to make room.

REMEMBER THE SALE STARTS SATURDAY, NOV. 2nd
AT

YEE CHAN & CO.,

Corner King and Bethel Streets

Crisp Fried Foods

Cannot be made without great heat. Butter smokes
at too low a temperature, lard a little higher, but

CRISCO

the new vegetable oil cooking compound, will not
smoke at 455 F. Crisco gets so hot that it cooks the
outside of the food at once, and the grease cannot soak
in. This is the secret of the deliciously crisp food it
makes.

Your Grocer Sells Crisco

the press. When once the press and the pulpit understand each other they will be better than in most instances they are now that their interests are one and the same.

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"One of the greatest handicaps under which the church has labored is

the unbusinesslike manner in which religious affairs have been conducted. An individual or an institution is usually accepted by the world pretty much on its own valuation. The church has under-valued herself. She has failed to rise to an adequate conception of her dominant position. She

(Continued on Page 15.)